

## In the Claims

1. (Currently Amended) A method for inserting targeted advertisements into a media delivery stream during broadcast media programming, comprising:

receiving at a media delivery device a plurality of advertisements pre-identified by a transmitting entity to appeal to a preference of one or more viewers;

receiving and storing data in a database, the data representing a set of characteristics associated with each of the [[a]] plurality of advertisements in a received by the media delivery device, each of the set of characteristics being unassociated with the one or more viewers wherein the stored advertisements are each identified as a type that is determined to appeal to one or more users of the media delivery device;

from the stored data, creating a record associated with each of the plurality of advertisements, the record including a ~~plurality of~~ classification[[s]] for each data element of the set of characteristics for each of the plurality of advertisements;

assigning a weighting to at least two data elements ~~classifications for~~ in each record of the plurality of advertisements;

receiving a signal at the media delivery device to insert a stored advertisement into the media delivery stream during broadcast media programming, wherein the signal to insert the stored advertisement is sent with the broadcast media programming, the signal including at least one classification requirement for the inserted stored advertisement of the plurality of ~~classifications as provided in the record;~~

searching each ~~the record of the plurality of advertisements~~[[.]] for [[the]] a stored advertisement having the at least one data element satisfying the classification requirement that is provided in the signal;

[[if]] when the search ~~by classification~~ produces more than one stored advertisement satisfying the at least one classification requirement, ~~then~~ selecting the stored advertisement to be inserted by comparing directly together each of the at least two ~~classification element~~ element weightings in the record for each of the stored advertisements that were produced by the search;

inserting the selected advertisement stored in the database into the media delivery stream;  
and

transmitting a request from the media delivery device to an external network through a

telecommunications link to receive the plurality of advertisements for storage in the media delivery device.

2. (Original) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the advertisements are television commercials.

3. (Original) The method for inserting targeted advertisements into a media delivery stream according to claim 2, wherein the media delivery device is a set top box for receiving broadcast signals for a cable or satellite television network system.

4-6. (Cancelled)

7. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the classifications include at least two of:

the identity of the advertiser,

the types of broadcasts already broadcast during ~~the~~ a television program,

the time of the day of the week of the television program,

a frequency by which each resulting commercial has been inserted,

a price paid by an advertiser,

a expiration date of an advertising contract, and

a correlation between a product being advertised and ~~the~~ a type of ~~[[a]]~~ the television program being viewed.

8. (Previously Presented) The method for inserting targeted advertisements into a media delivery stream according to claim 3, wherein the plurality of stored advertisements are received by the media delivery device as encoded data files through the telecommunications link to an external database of advertisements.

9. (Previously Presented) The method for inserting targeted advertisements into a media delivery stream according to claim 1, further comprising:

transmitting signals between the media delivery device and the external network

indicating the one or more types of advertisements that appeal to users of the media delivery device.

10. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 1, further comprising:

after transmitting the request, receiving download signals from the broadcast media stream in the media delivery device to download the data files representing the advertisements for storage in the media delivery device, wherein, for each advertisement, the signals include a classification requirement as provided in the record for selecting an advertisement stored in the database for insertion into the media delivery stream; and

downloading the data files representing the advertisements having ~~[[a]]~~ the classification requirement as provided in their respective record that matches a pre-stored classification in a list of classifications indicating the one or more types of advertisements that appeal to users of the media delivery device.

11. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 10, wherein the weighted elements ~~classifications~~ in the record include one or more of: sponsor name; type of product advertised; and relative pricing of product advertised.

12-20. (Cancelled)

21. (Withdrawn) A system for inserting television commercials stored locally in a television set top box into a media programming stream, comprising:

- (a) a receiver for receiving broadcast media programming into the set top box;
- (b) a commercials database for storing advertisements in the set top box;
- (c) a commercials detector for detecting audio tones in broadcast media programming where one or more of the detected audio tones are substitution signals that indicate authorization for a local television station to insert locally stored advertisement into the media stream, wherein the locally stored advertisement which is inserted is determined based on the frequency that each of a plurality of advertisements stored in the set top box has been previously

inserted, and wherein at least one advertisement among the plurality of stored advertisements which has not been frequently inserted is favored over the remaining plurality of stored advertisements; and

(d) switching logic to interrupt a television connected to the set top box from the media programming stream and to temporarily decode a television commercial stored in the commercials database when a substitution signal is detected in the commercials detector.

22-23. (Cancelled)

24. (New) A computer readable medium containing instructions for performing acts when executed on a computing device, comprising:

receiving at a media delivery device a plurality of advertisements pre-identified by a transmitting entity to appeal to a preference of one or more viewers;

receiving and storing in a database data representing a set of characteristics associated with each of the plurality of advertisements received by the media delivery device, each of the set of characteristics being unassociated with the one of more viewers;

from the stored data, creating a record associated with each of the plurality of advertisements, the record including a classification for each data element of the set of characteristics;

assigning a weighting to at least two data elements in each record of the plurality of advertisements;

receiving a signal at the media delivery device to insert a stored advertisement into the media delivery stream during broadcast media programming, wherein the signal to insert the stored advertisement is sent with the broadcast media programming, the signal including at least one classification requirement for the inserted stored advertisement;

searching each record of the plurality of advertisements for a stored advertisement having the at least one data element satisfying the classification requirement that is provided in the signal;

when the search produces more than one stored advertisement satisfying the at least one classification requirement, selecting the stored advertisement to be inserted by comparing directly together each of the at least two element weightings in the record for each of the stored

advertisements that were produced by the search;

inserting the selected advertisement stored in the database into the media delivery stream;  
and

transmitting a request from the media delivery device to an external network through a telecommunications link to receive the plurality of advertisements for storage in the media delivery device.

25. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 24, wherein the advertisements are television commercials.

26. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 25, wherein the media delivery device is a set top box for receiving broadcast signals for a cable or satellite television network system.

27. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 24, wherein the classifications include at least two of:

the identity of the advertiser,  
the types of broadcasts already broadcast during a television program,  
the time of the day of the week of the television program,  
a frequency by which each resulting commercial has been inserted,  
a price paid by an advertiser,  
a expiration date of an advertising contract, and  
a correlation between a product being advertised and a type of the television program being viewed.

28. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 26, wherein the plurality of stored advertisements are received by the media delivery device as encoded data files through the telecommunications link to an external database of advertisements.

29. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 24, further comprising:

transmitting signals between the media delivery device and the external network indicating the one or more types of advertisements that appeal to users of the media delivery device.

30. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 24, further comprising:

after transmitting the request, receiving download signals from the broadcast media stream in the media delivery device to download the data files representing the advertisements for storage in the media delivery device, wherein, for each advertisement, the signals include a classification requirement as provided in the record for selecting an advertisement stored in the database for insertion into the media delivery stream; and

downloading the data files representing the advertisements having the classification requirement as provided in their respective record that matches a pre-stored classification in a list of classifications indicating the one or more types of advertisements that appeal to users of the media delivery device.

31. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 32, wherein the weighted elements in the record include one or more of: sponsor name; type of product advertised; and relative pricing of product advertised.